

**Crown Council Report
April 2014
Friends of Music National Advisory Board**

Summary of NAB Discussion Topics and Objectives

Friends of Music semi-annual NAB meetings have been focus primarily on:

- Building membership, engagement of members, fund-raising
- Upcoming projects and events – organizing volunteers to work
- Debriefing past projects and events – what worked, what didn't
- New ideas

Activities

Through the fall and winter season, we repeated visibility and recruiting activities and events done in prior years:

- Family Weekend preconcert reception
- "Friends of Music Presents . . ." with C in CC
- Homecoming Alumni Choir
- Fall membership mailing to music alumni and parents
- Visibility at Showcase and GWO and GChoir home concerts
- Postcards from tour (students to FoM members)

Results

- Membership and giving has been steady, but flat – 135 Households
- Music Dept. recruited more first year students in 2013-2014 than any other area
- Dollars raised, including Bjorling Scholarships

Restructuring membership of the NAB

On March 20, Anita, Jackie and Barb met with the entire full-time faculty of the Music Dept. to discuss the history of FoM and the NAB governance structure and to invite deeper faculty engagement. Faculty members were very interested and excited. The end result is that Scott, Greg, Karrin, Ruth, and Michael will be joining the NAB immediately for some term yet to be determined. Doug will also remain on the NAB after retirement.

Challenges/Opportunities

We are in the process of developing new focused strategies to:

- Create awareness of FoM
- Grow membership and giving
- Deepen engagement with existing members
- Deepen engagement with Music Dept. faculty

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Emerging ideas

Scott Moore, Doug Nimmo, Jackie Peterson, Barb Larson-Taylor and Anita have had multiple conversations about the future direction of FoM –

- Do we shift the NAB toward a more strategic partnership with the Music Dept, similar to what other NABs are doing?
- Do we maintain FoM as a “membership organization,” engaging a large network of people to support, personally and financially, the music programs and student experiences at the College?
- Can we do both and create a hybrid?
- We think we’re reaching a point of consensus – we believe the FoM NAB is unique and may not fit neatly into the model of the other academic NABs. But we do want a close working relationship with the Music Faculty to ensure alignment on goals and projects, and we want to continue our membership on the Crown Council.

Next steps

- New expanded NAB is scheduled to meet on May 29
- Data is being gathered and a business case is being written for a very exciting project proposal that has the potential to engage faculty, students, and current FoM members in recruitment of new FoM members and significant gifts and create broad visibility for the college as a whole. More to come!

Current NAB members:

Jon and Anita Young – Chairs
Sam Grace
Dave Dahlgren
Terri Delebo
Brian and Betty Falk
Wally and Yvonne Gupstill
Steve Hogberg
Kin Kietzer
Jan Michaletz
Doug Nimmo
Randy Schreiner and Cindy Bittner
Tim Strand
Jackie Peterson – Advancement

Will be adding:

Scott Moore – Music Dept Chair
Greg Aune
Michael Jorgenson
Ruth Lin
Karrin Meffert-Nelson